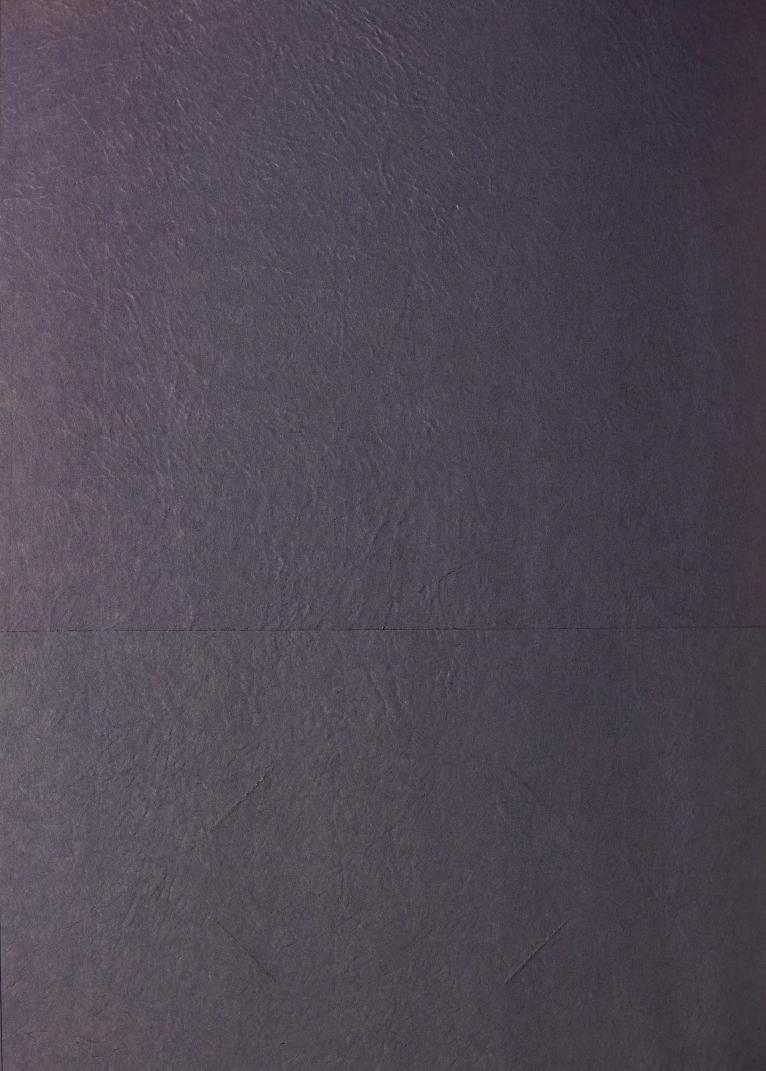
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> Western European Travel To Canada and Ontario



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REPORT NO. 27

WESTERN EUROPEAN TRAVEL TO CANADA

AND ONTARIO



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WESTERN EUROPEAN TRAVEL TO CANADA

AND ONTARIO

1. The <u>expenditures of Overseas tourists to Canada</u> is increasing at a steady but rapid rate, as shown below:

1960	\$45	millions	(35)
1961	\$47	11	
1962	\$50	11	
1963	\$60	†1	
1964	\$72	11	
1965	\$87	21	
1966	\$110	11	

At this point, however, it should be made clear that the ratio of increase of expenditures of Overseas tourists to Canada has surpassed the ratio of increase of expenditures of American tourists, as illustrated in the following table:

(***)

Year	Expenditures of U.S. Tourists to Canada		Expenditures of Overseas Tourists to Canada		
	\$ Million	Index 1960 = 100	\$ Million	Index 1960 = 100	
1960	\$375.1	100.0	\$45	100.0	
1966	730.0	194.6	110	244.4	

(*) (**) Source: Dominion Bureau of Statistics

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The relationship between expenditures of U.S. and Overseas tourists in Ontario in 1966 was as follows:

	\$	(*)	
Country of Origin	Expenditures in Ontario in 1966		
Councily of Origin	\$ Million	In Per cent	
U.S.A.	\$408.8	87.0	
Overseas	61.1	13.0	
Total Expenditures	\$469.9	100.0%	

In conclusion, it should be mentioned that 67.82 per cent of Over-seas tourists originated in Western Europe, and in all probability approximately 68.0 per cent of all Overseas tourist expenditure in Canada is generated by these tourists.

(*) Source: Dominion Bureau of Statistics

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Ontario's Share of Overseas Travel

Examining the total number of overseas visitors to Canada and Ontario in 1966, a more detailed picture is obtained:

2.

(%)

	Overseas Visitors to Canada	Overseas Visitors to Ontario	Ontario's Per cent of Total
Direct Overseas Arrivals to Canada Overseas Arrivals to Canada via U.S.		66,861	44.72 61.69
Total Arrivals -	410,763	228,033	55.51

showing that Ontario receives 55.5 per cent of the total number of Overseas tourists to Canada.

(*) Source: Dominion Bureau of Statistics

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Ratio Between Tourists who Travel from Overseas Directly to Ontario, and those who come via U.S.A.

(*)

<u> 1966 - Summary</u>	Number of Overseas Tourists	Overseas Tourists In Per cent
Direct Overseas Arrivals to Ontario	66,861	29.3
Overseas Arrivals to Ontario via U.S.A.	161,172	70.7
Total Arrivals -	228,033	100.0%

From the above, it can be seen that more than two-thirds of all Overseas tourists to Ontario come via the U.S.A. and it would appear to be advisable to promote a joint effort of U.S. and Ontario advertising in Europe. A successful precedent for this type of joint promotion has been set by Italy and Yugoslavia.

(*) Source: Dominion Bureau of Statistics

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4. Economic Impact

From statistics quoted above, it was seen that 410,763 Overseas tourists spent \$110 million in Canada, an average of \$268 per visitor.

Of this total number of overseas tourists, 228,033 visited
Ontario and spent (228,033 X \$268) approximately \$61.1 million.

Taking into account the economic multiplier (which in Ontario is approximately 2) the expenditure of \$61.1 million by Overseas tourists generated an economic activity of approximately \$122.2 million.

Again, considering that 31.4 per cent (*) of the Gross National Product is taxed by three levels of government the economic activity (synonymous with the Gross National Product) of \$122.2 million also entails a total tax revenue of approximately \$38 million. Ontarids share of this tax alone, would be approximately \$12 million.

(*) Source: Estimated by the Ontario Department of Economics and Development.

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5. Development of Overseas Travel to Ontario

In the near future, the use of Jumbo Jets and other types of super-sized aircraft will in all probability, lower the cost of transoceanic flights and further facilitate overseas travel to Ontario.

With the arrival of "the Great Age of Mobilism" and with the positive and hopefully, lasting effects of Expo '67, we may expect an even greater increase of overseas travel to Ontario to the rest of Canada.

Conclusion

All of these facts must be taken into account for the further procreation of Ontario as a tourist area and to obtain the full economic benefits of world-tourism. Overseas expenditures in Ontario already represent 13 per cent of total foreign tourist expenditures, and is increasing at a more rapid rate than that of the U.S. expenditures in the province. There are sound indications that this will continue to increase even more rapidly in the future.

It would appear to be advisable to intensify our promotion of Ontario in Western Europe, the main generator of overseas travel to the province.

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